

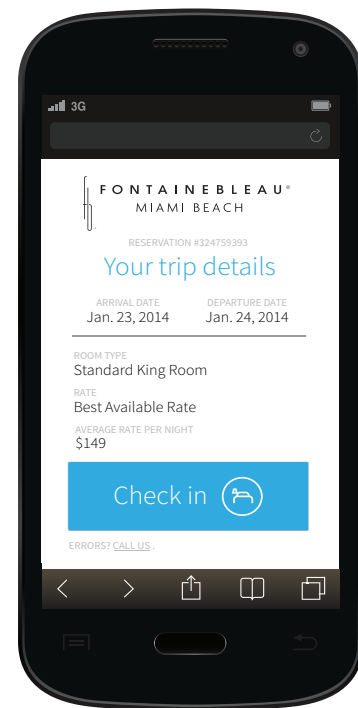


Fontainebleau Embraces Guest Mobile Engagement to Drive New Service Paradigm & New Revenues

The icon deploys the leading mobility platform to elevate guest experience and drive new revenues.

Fontainebleau Miami is a legendary landmark resort offering a spectacular blend of golden-era glamour and modern luxury. Recognizing the rise of mobility, tablet, smartphone and guest desire for choice-of-service delivery, the iconic property sought to further improve guest experience and guest service levels by leveraging mobility for hotel staff, as well as guests.

- Guest service agents faced the challenge of being tethered to a workstation in order to check guests in, check out, assign rooms, or manage stay information. Fontainebleau wanted a solution that could free the staff



Mobile Check-in for Guests via their mobile phone - fully automated, PMS Integrated

StayNTouch was the only supplier to deliver staff “guest service” mobility and guest smartphone engagement on one platform.

from the front desk to service guests wherever the guest was comfortable (i.e. without having to stand in line). The hotel wanted to leverage the dramatic architecture and landscape of its outdoor areas (driveway and pools) to greet, process, and impress its guests.

- Recognizing the rise of the smartphone and guest’s desire for command and control of their travel experience from their smartphone, Fontainebleau also sought a platform that allowed guests a branded mobile experience for mobile check-in, checkout, service requests and more.
- Finally, Fontainebleau also sought to expand pre-arrival and on-premise marketing, especially for its numerous food & beverage outlets.

The challenge was finding a technology provider that could deliver on all requirements, one that had two-way integration with the core systems that ran the 1,504 room resort.

Solution

Fontainebleau originally had two different project plans – one for staff “guest service” mobility tablets and another for guest smartphone engagement.

After a rigorous evaluation process, StayNTouch was selected as the core technology provider for both projects. StayNTouch was the only supplier to deliver staff “guest service” mobility and guest smartphone engagement on one platform. In addition to front office mobility, StayNTouch offers a mobile solution for housekeeping to deliver real-time information from the PMS on any touch-enabled device. Not only is the entire solution integrated with the resort PMS (OPERA), but it also has the ability to communicate directly with the hotel’s recently installed POS solution (MICROS), supporting the future planned mobile strategy for food & beverage operations. The solution set is composed of:

- **ZEST WEB** (Guest Mobile Phone Engagement): Enabling guest pre-engagement and mobile check-in & out via mobile web, no downloaded app needed. Guests receive pre-engagement email invite to check-in & out via smartphone or desktop. Taken to branded experience that allows PMS integrated mobile check-in and/or checkout. Bill review, preferences collected, upsell opportunities. Promote and monetize late checkouts.
- **ROVER FRONT OFFICE** (Staff Tablet Mobility Solution): Resort Front Desk agents, armed with iPad/Minis have a touch-optimized mobile/tablet extension of the hotel’s PMS allowing staff to fully service guests anywhere,

anytime...including complete check-in/out. Live two-way integration with hotel PMS.

- **ROVER HOUSEKEEPING** (Attendant Mobility Solution): Via any mobile device (iTouch, tablet, etc.), housekeeping staff has touch optimized user interface for full access to rooms-to-clean lists, room status, guest information and ability to update room status after servicing. This leads to a more efficient staff, quicker room turns and happier guests.
- **HARDWARE PARTNERS** For the staff mobility tablet, StayNTouch partners with Apple for iPad tablets and with Infinite Peripherals, which provides the integrated secure mobile credit card swipe and mobile guest room key encoding. This enables staff to completely service guests away from the desk, from check-in to checkout.

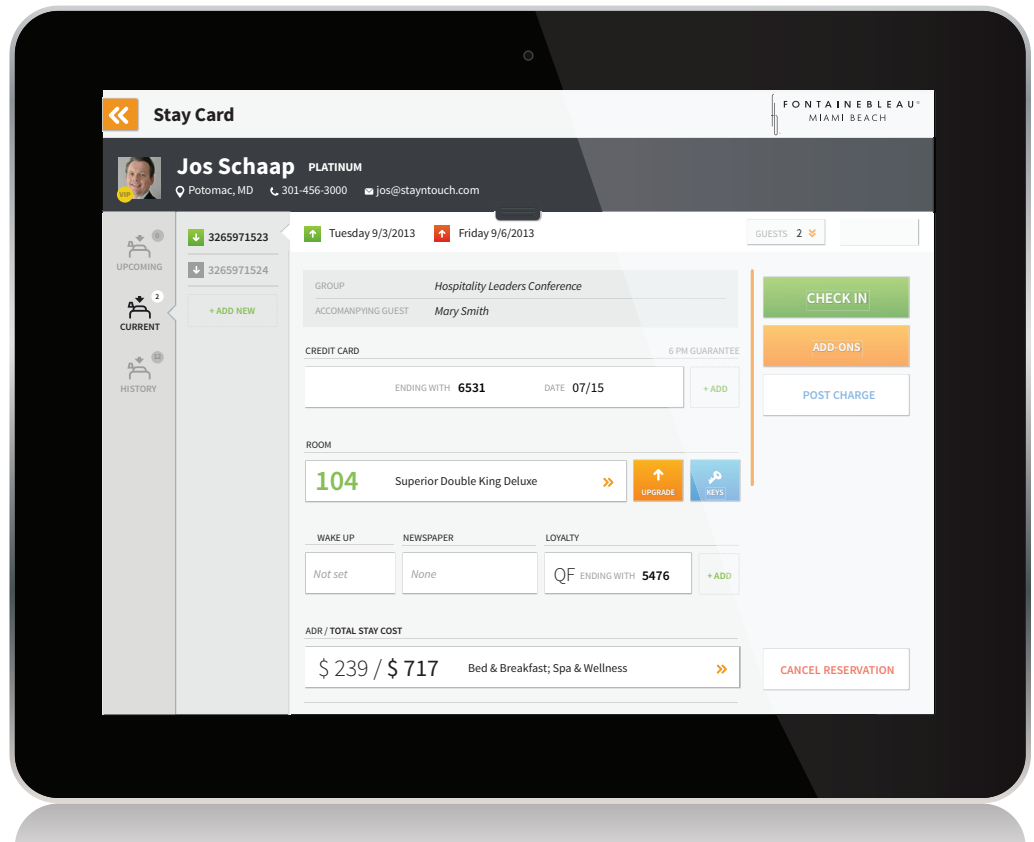
- **CLOUD PARTNER** StayNTouch partners with RackSpace for enterprise-class cloud hosting.

Finally, a major factor influencing the selection decision for the StayNTouch Mobility Platform was the technology team behind the solution. Although StayNTouch appeared to be a newcomer to the market, the company's core technology team led the creation of the most successful PMS in industry history, MICRO OPERA. StayNTouch is a mobility provider who deeply understands hotel operations, luxury service levels, technology and integration.

Hotel's Role in Process

Fontainebleau wanted a solution to take excellent customer service to a new level, giving guests the ability to custom tailor their experience while at the same time, giving the hotel a PMS-integrated en-

The mobile/tablet extension of the Hotel's PMS untethers staff from the Front Desk and empowers them to service guests anywhere, anytime.



agement platform on which to communicate and market to their guests. What was needed was a platform that not only fulfilled the resort's immediate needs, but one that could be built upon and expanded. One disadvantage that independent properties have is that they can be late adopters of technology, often because they don't have a large IT team encompassing developers, analysts or even test labs like their much bigger competitors.

Instead of accepting this, Fontainebleau used this as an opportunity by leveraging reputation and vision, as well as an evolved expectation of its vendors. A strategic business partner was needed, one that offered a solution that was open enough to grow with the resort. Fontainebleau insisted on a platform with which could engage guests using mobile technology, enabling them to provide a new level of service and optimize revenues, while creating excitement and loyalty.

Fontainebleau was extremely creative in how the resort leveraged the platform to improve both the guest arrival process and guest departures, leading to an immediate dramatic improvement in both. Further, at destinations such as Fontainebleau, guests are more likely to arrive early and stay late to

In the first month, late check-out revenues generated by StayNTouch far exceeded the monthly fee.

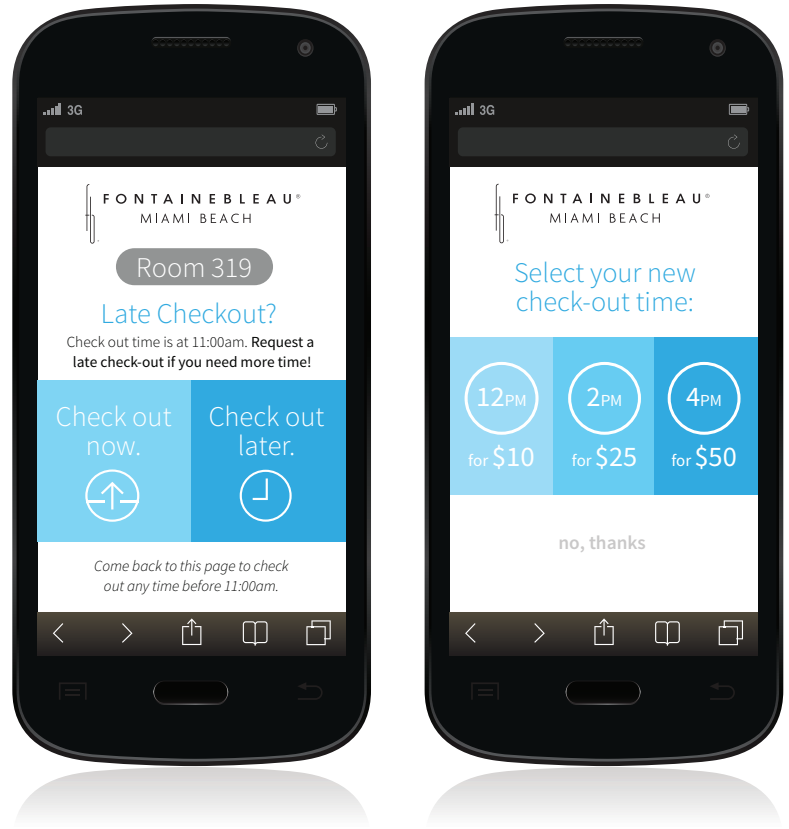
Guest reviews on the arrival and check-in experience have improved notably.

take full advantage of resort amenities. Historically this has been accommodated by rigorous manual processes and painstaking attention-to-detail on the part of service team members. The StayNTouch solution has not only increased the automation of this process but it has helped to meet many guest needs prior to arrival in the room and after departure as well.

Arrivals/Guest Check-In: Via StayNTouch's Zest Web, the resort is now pre-engaging arriving guests via their smartphone. Zest Web sends out emails to all guests arriving that day (customizable by market segment, VIP status, etc.). Via a secure link, the guest is brought to a branded mobile website where the guest is prompted to confirm reservation information, advise the resort on expected arrival time, asked for last minute requests for their room and enter mobile number so the resort can text the guest when their room is ready.

From there, StayNTouch integrates with the hotel PMS and existing biz processes to coordinate a vastly improved arrival experience including pre-cut keys and expedited availability of room. Now, for those guests that choose pre-check-in, instead of going to the standard front desk, guests are greeted at Pre-Check-In Desk, located just inside the resort main entrance, boasting ceiling to floor windows with dramatic views of the ocean and the resort pool area. The entire arrival process is optimized...after show-

Mobile check-out on guest's smartphone introduces promotion & monetization of late check-outs.



ing a credit card and ID, pre-cut keys are handed to the guest and the guests are free to enjoy the resort.

Departures/Guest Checkout: Zest Web sends out emails to all guests departing that day (customizable by market segment, group code, VIP status, etc.). Via a secure link, the guest is again brought to a branded mobile website where the guest can choose to checkout via their smartphone, can review the room bill and request a copy to be emailed. As importantly, the resort is promoting late-checkouts for a fee on those days when the resort's occupancy is soft that evening. The guest views the late-checkout promotion via their smartphone. If they decide to stay late and pay a late checkout fee, the guest simply touches their screen which immediately updates the PMS "late checkout" field and automatically posts the late checkout fee on the guest's folio.

Results

Almost immediately after the solution was in place, the benefits were clear and the results were tangible:

- **20% - 40% CONVERSION:** Depending on the day, 20% - 40% of guests are opting into the pre-arrival process, which initiates direct guest communication via smartphone and allows front desk bypass upon arrival.
- **141% ROI IN FIRST 30 DAYS:** Revenues from extended guest stays/late check-out have been substantial. In the first full month, late-check out revenues generated by StayNTouch promotion far exceeded the monthly SaaS fee paid to StayNTouch. In other words, the solution is able to pay for itself with just one of its many, potential revenue generating

opportunities. As Fontainebleau continues to implement on-site marketing communications, the return on investment will surely increase. (See “FB Zest Web Checkout Conversion & Rev” below)

- **REDUCED LINES:** Front desk lines have been dramatically reduced and the arrival process significantly streamlined, allowing employees to engage rather than simply transact with the guest.
- **IMPROVED GUEST REVIEWS:** Guest reviews on the resort arrival/check-in experience have improved notably. (See Web Article @ <http://bit.ly/1AYSBWg>)

Fontainebleau is extremely pleased with the first phase of the StayNTouch implementation. The resort has been able to change the check-in experience for guests by allowing them to check in prior to arriving to the hotel. This gives staff the opportunity to engage guests prior to arrival and offer upsell options. Not only has this been beneficial to the bottom line but now guests are welcomed to the hotel via a breathtaking view of the pool area and the ocean versus waiting lines to check-in. Feedback from guests has been overwhelmingly positive.

Fontainebleau Miami is owned by Turnberry Associates, an owner-operator of eight luxury and up-scale properties located primarily in south Florida and Nashville, TN.

“Improving guest experience is always a top priority at Fontainebleau Miami Beach. The benefits of the right balance between mobility and service are obvious.”

John Garland
Vice President Finance
Fontainebleau Miami Beach

STAYNTOUCH®

info@stayntouch.com
(301) 563-9460
www.stayntouch.com
@StayNTouchInc